

What is claimed is:

- 1 1. A method for analyzing user behavior in a man-machine interface of a data
2 processing system in which user action is tracked, characterized by the steps of:
 - 3 a) defining at least one success element associated with user navigation
4 within said man-machine interface occurring during a user session,
 - 5 b) storing user navigation information associated with said at least one
6 success element and reflecting the user behavior within said man-machine
7 interface,
 - 8 c) correlating said at least one success element to a respective number of
9 user navigation information, and
 - 10 d) performing a statistical analysis on a plurality of different sets of
11 navigation information collected in respective different user sessions.
- 1 2. The method according to claim 1 in which user navigation information is
2 collected from user navigation when visiting a Website.
- 1 3. The method according to claim 1, further comprising the step of graphically
2 representing results of said statistical analysis in a graph-like form.
- 1 4. The method according to claim 1, further comprising the step of filtering analysis
2 results according to one or more success elements.
- 1 5. The method according to claim 1 in which said stored user navigation information
2 comprises:
 - 3 a) a success element definition,
 - 4 b) location information associated with said success element,
 - 5 c) time information associated with a user action related to said success
6 element, and
 - 7 d) session information identifier which allows to identify different users

- 1 6. The method according to claim 1 in which user navigation information is
2 collected from user navigation in a user application program.
- 1 7. The method according to claim 6, further comprising the step of:
2 after a predetermined level of collected navigation data has been achieved, changing the
3 man-machine interface such that user preferences are displayed in an emphasized way.
- 1 8. The method according to claim 6, in which at least parts of the non-preferred rest
2 of said man-machine interface is displayed in a background way.
- 1 9. A computer-readable program stored on a computer-readable medium, said
2 computer readable program being configured to perform the steps of:
3 a) defining at least one success element associated with user navigation
4 within said man-machine interface occurring during a user session,
5 b) storing user navigation information associated with said at least one
6 success element and reflecting the user behavior within said man-machine
7 interface,
8 c) correlating said at least one success element to a respective number of
9 user navigation information, and
10 d) performing a statistical analysis on a plurality of different sets of
11 navigation information collected in respective different user sessions.
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- 13 10. The computer-readable program of claim 1 in which user navigation information
14 is collected from user navigation when visiting a Website.
- 1 11. The computer-readable program of claim 1, further comprising the step of
2 graphically representing results of said statistical analysis in a graph-like form.
- 1 12. The computer-readable program of claim 1, further comprising the step of
2 filtering analysis results according to one or more success elements.

1 13. The computer-readable program of claim 1 in which said stored user navigation
2 information comprises:

- 3 a) a success element definition,
- 4 b) location information associated with said success element,
- 5 c) time information associated with a user action related to said success
6 element, and
- 7 d) session information identifier which allows to identify different users

1 14. The computer-readable program of claim 1 in which user navigation information
2 is collected from user navigation in a user application program.

1 15. The computer-readable program of claim 6, further comprising the step of:
2 after a predetermined level of collected navigation data has been achieved, changing the
3 man-machine interface such that user preferences are displayed in an emphasized way.

1 16. The computer-readable program of claim 6, in which at least parts of the non-
2 preferred rest of said man-machine interface is displayed in a background way.